

# Privacy Notice

This privacy notice applies to the Personal Data processed in connection with the “AI for image formation MRI” (the “**Initiative**”).

Last update: April 27,2020

## Who are the data controllers?

- Public Data Base: brain-development.org, IXI Dataset under control of:  
Imperial College London, South Kensington Campus, London SW7 2AZ  
Contact the data base via: jo.hajnal@kcl.ac.uk
- Philips GmbH Innovative Technologies  
Forschungslaboratorien Hamburg ("Philips")  
Röntgenstraße 24-26  
D-22335 Hamburg  
Germany  
Contact our Data Protection Officer via our [contact form](#).  
([www.philips.com/contactprivacy](http://www.philips.com/contactprivacy))

## What Personal Data are collected? Why are these Personal Data collected? Where is the data coming from (Source)? With whom are Personal Data shared? How long will the Personal Data be kept?

What	Why	Source	Whom	How long
MRI brain images	Research to improve MR imaging	<a href="https://brain-development.org/ixi-dataset/">https://brain-development.org/ixi-dataset/</a>	Philips Research Germany, DE	<a href="#">Philips Research Hamburg:</a> Periodic review every 2 years.

Periodic review: Philips will delete your data after a certain time, unless a clear reason exists why the data is still useful and relevant. Then again a periodic review cycle starts.

To protect your privacy, all directly identifying data (example: name, medical record number, contact details) were deleted by the “Data Source”. Philips has access only to research data (such as measurement data) in which all directly identifying data were replaced by a participant code. On all study-specific documents you will be referred to by a participant code, not by name.

## What is Philips’ purpose and legal basis of the processing?

Based on our legitimate interest and in combination with the scientific research exemption Philips processes your personal data for the following purpose(s):

- We plan to research new ways of using neural networks for MR image reconstruction, denoising and motion compensation and to publish results of this study in a scientific journal. Publication of novel research is of benefit for the public and the research community and can be the base for improving existing or developing new products and services for the public (health) benefit.

Insofar as we have a legitimate interest, we may process your data for the following purposes:

- To aggregate and/or anonymize Personal Data, so that it will no longer be considered Personal Data. We can do so to generate other data for our use, which we may use and disclose for any purpose.

To comply with legal obligations Philips may process or disclose your data for the following purposes:

- For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements;
- To comply with applicable law - this can include laws outside of your country of residence;
- To respond to requests from public and government authorities, these can include authorities outside your country of residence;
- To cooperate with law enforcement, for example law enforcement requests and orders;
- We may also process or disclose your data to protect your or someone else's vital interests.

### **With whom does Philips share your Personal Data?**

We may disclose your Personal Data:

- To the parties specific to the initiative you take part in, as set out on page 1;
- To our third party service providers who provide services such as website hosting, data analysis, payment processing, order fulfilment, information technology and related infrastructure provision, customer service, email delivery, auditing and other services;

### **Security**

Philips seeks to use reasonable organizational, technical and administrative measures to protect personal data within the organization. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “How can you contact us?” section below.

### **What are your rights?**

If you would like to:

- Ask questions about how we handle personal data;
- Request to review, correct, update, suppress or restrict the use of your personal data;
- Request that your personal data will be removed;
- Withdraw your consent (Only possible if the processing is based on your consent. It will not affect the lawfulness of processing based on your consent before the withdrawal);
- Object to our use of your personal data for our legitimate business interests;
- Request to receive an electronic copy of your personal data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law),

please contact us via the details provided under the “How can you contact us?” section below. We will respond to your request consistent with applicable law.

In your request, please make clear what personal data you would like to have changed, whether you would like to have your personal data suppressed, or otherwise let us know what limitations you would like to put on our use of your personal data. For your protection, we only implement requests with respect to the personal data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we need to retain certain information for recordkeeping purposes (e.g., there could be legal obligations to retain certain information, if so, you are not be able to change or delete the personal data provided until after the retention period in that respect has passed).

### **Updates to this Privacy Notice**

Philips may change this privacy notice. The “Last update” legend at the top of this privacy notice indicates when it was last revised. Any changes will become effective when the revised privacy notice is made available (online if it was already online, otherwise mail or email). If the change to this privacy notice is indicative of a fundamental change to the nature of the processing (e.g. enlargement of the categories of recipients or introduction of transfers to third countries) or a change that may be relevant to and impact

upon you, then we will inform you in advance of the change taking effect in an explicit and effective way.

**How can you contact us?**

If you have any questions about this privacy notice or about the way Philips uses your personal data, please contact our Data Protection Officer via our [contact form](#)

([www.philips.com/contactprivacy](http://www.philips.com/contactprivacy)) or at

Philips Center HBT 16

Attn.: Data Protection Officer

P.O. Box 77900, 1070 MX

Amsterdam, The Netherlands

Alternatively, you have the right to lodge a complaint with a data protection authority for your country or region, or where an alleged infringement of applicable data protection law occurs.